



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.

Application No. : 09/731,115 Confirmation No.: 9203

Filed : December 6, 2000

For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES

Group Art Unit : 2611

Examiner : Not Yet Assigned

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Commissioner for Patents
P.O. Box 2327
Arlington, Virginia 22202

Technology Center 2600

**TRANSMITTAL LETTER FOR
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

Transmitted herewith is a Supplemental Information Disclosure Statement and an accompanying Form PTO-1449 (submitted in duplicate) for the above-identified application. This Statement is submitted:

[] within three months of the application filing date;

[X] more than three months from the application filing date but before the mailing date of the first Office Action on the merits.

In accordance with 37 C.F.R. § 1.97(b)(3), submission of this Statement requires no fee. However, if for any reason a fee is due, the Director is hereby authorized to charge payment of any fees required in

connection with this Supplemental Information Disclosure Statement to Deposit Account No. 06-1075. A duplicate copy of this letter is transmitted herewith.

Respectfully submitted,

~~Richard M. Feustel, Jr.~~
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I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Private Class Mail in an envelope addressed to:

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UV-174

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SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97, applicants wish to call the attention of the Examiner to Hendricks et al. U.S. Patent No. 5,659,350, issued August 19, 1997.

A copy of the aforementioned document, which is listed on the accompanying Form PTO-1449 (submitted in duplicate), is enclosed herewith. It is respectfully requested that this document be (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application.

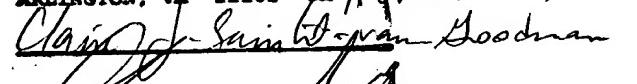
Consideration of the foregoing in relation to
this patent application is respectfully requested.

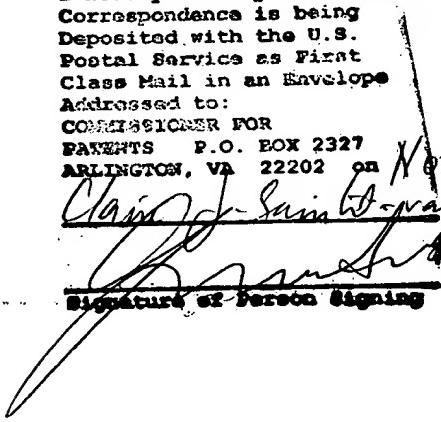


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James W. van Goodman


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FORM PTO-1449	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. UV-174	APPLN. NO. 09/731,115
O I P E S C O P E NOV 04 2002		APPLICANTS M. Scott Reichardt et al.	CONF. NO. 9203
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT BY APPLICANTS		FILING DATE December 6, 2000	GROUP 2611

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL	

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.